11/28/80 C 7715-3 U

SEPTEMBER
1980

pocket summary

of registrations

new cars

new trucks

COURTESY OF
R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	SEPTEMBER		% '80 VS '79	% IND	
	1980	1979		1980	1979
AMC	12559	12133	103.47	1.79	1.42
(Concord)	5515	6317	87.30	.79	.74
(Eagle)	2489	563	442.10	.35	.07
Chrysler	11935	31540	37.84	1.70	3.69
(LeBaron)	5821	12630	46.09	.83	1.48
Dodge	25872	40779	63.44	3.69	4.76
(Diplomat)	2735	5382	50.82	.39	.63
(Colt)	3502	3879	90.28	.50	.45
(Challenger)	1138	868	131.11	.16	.10
(Omni)	7814	7747	126.68	1.40	.91
(Aspen/Aries)	4975	10454	34.42	.71	1.68
Plymouth	25787	33100	77.71	3.67	3.87
(Arrow/Champ)	3849	2734	140.78	.55	.32
(Sapporo)	805	914	98.89	.11	.10
(Horizon)	13389	8937	149.82	1.91	1.04
(Volare/Reliant)	6744	19531	34.56	.96	2.28
(Gran Fury)	595	12	-	.14	-
Chrysler Corp.	63594	105419	60.32	9.06	12.32
Ford	76489	111628	68.52	10.89	13.05
(Fiesta)	5760	6304	91.37	.82	.74
(Pinto/Escort)	15599	12229	127.56	2.22	1.43
(Fairmont)	15462	22494	68.74	2.20	2.63
(Granada)	7086	9875	71.76	1.01	1.15
(LTDII/LTD)	8249	18860	43.74	1.17	2.20
(Mustang)	15875	21197	74.89	2.27	2.48
(T Bird)	8458	18263	46.31	1.20	2.14
Lincoln	4685	9108	51.44	.67	1.06
(Mark/ContMark)	2326	3860	60.26	.33	.44
(Versailles)	248	1251	19.82	.04	.15
Mercury	22462	38268	58.70	3.20	4.48
(Zephyr)	5526	6607	83.64	.79	.77
(Monarch/81Cougar)	2058	3769	54.60	.29	.44
(XR7/Cougar)	3660	10366	35.31	.52	1.22
(Capri)	4508	5774	78.07	.64	.68
(Bobcat/Lynx)	3071	3121	98.40	.44	.36
Lnc/Merc. Div.	27147	47376	57.30	3.87	5.54
Ford Motor Co.	103636	159004	65.18	14.76	18.59
Buick	58662	59701	98.26	8.36	6.98
(Skylark)	14296	11272	126.83	2.04	1.32
(Century)	28881	24600	117.40	4.11	2.87
(Riviera)	3345	2795	119.68	.48	.33
Cadillac	15413	23955	64.34	2.20	2.80
(Eldorado)	4045	4034	100.27	.58	.47
(Seville)	2198	2826	77.78	.31	.33
Chevrolet	136138	172113	79.10	19.38	20.13
(Chevette)	31048	24281	127.87	4.42	2.84
(Monza)	14620	10262	142.47	2.08	1.20
(Camaro)	9419	13274	70.96	1.34	1.55
(Citation)	28100	31740	88.53	4.00	3.72
(Malibu)	20229	25384	79.69	2.88	2.97
(Corvette)	3025	3326	90.95	.43	.39
(Monte Carlo)	12770	24818	51.45	1.82	2.90
Oldsmobile	64901	77342	83.91	9.24	9.04
(Omega)	7363	4777	154.13	1.05	.56
(Cutlass)	38587	43999	87.70	5.49	5.14
(Toronado)	2837	2416	117.43	.40	.28
Pontiac	49396	65827	75.04	7.04	7.70
(Sunbird)	12607	6386	197.42	1.80	.75
(Phoenix)	7946	7875	100.90	1.13	.92
(Lemans)	5576	8300	67.18	.79	.97
(Firebird)	6284	10283	61.11	.90	1.20
Gen. Mtrs. Corp.	324510	398936	81.34	46.22	46.65
Misc. Domestic	442	370	119.46	.06	.04
Other Import	197375	179482	109.97	28.11	20.98
U.S. Total	702111	855346	82.09		

UNITED STATES SUMMARY

NEW PASSENGER CAR REGISTRATIONS – YEAR TO DATE

MAKES	YEAR TO DATE		% '80 VS '79	% IND		YEAR END 1979
	1980	1979		1980	1979	
A.M.C.	112182	109176	102.75	1.71	1.38	156926
(Concord)	48741	63241	77.07	.74	.80	83231
(Eagle)	21524	563	-	.33	.01	11164
Chrysler	102199	187234	54.58	1.55	2.37	243842
(Le Baron)	46597	77831	59.87	.70	.99	100181
Dodge	234042	354394	66.04	3.57	4.48	442260
(Diplomat)	22932	36354	63.08	.35	.46	45852
(Colt)	41283	47970	86.06	.63	.61	60656
(Challenger)	9692	11702	82.82	.15	.15	14217
(Omni)	80250	98584	81.40	1.22	1.24	121640
(Aspen/Aries)	47059	93890	50.12	.72	1.19	117395
Plymouth	224384	307188	73.04	3.41	3.89	381844
(Arrow/Champ)	45263	36284	124.75	.69	.46	46352
(Sapporo)	7522	10164	74.01	.11	.13	12267
(Horizon)	99086	115632	85.69	1.51	1.46	143477
(Volare/Reliant)	61990	134119	46.22	.94	1.70	166020
(Gran Fury)	10523	3191	329.77	.16	.04	3778
Chrysler Corp	560625	848816	66.05	8.53	10.74	1067946
Ford	841718	1183571	71.12	12.81	14.98	1552097
(Fiesta)	52073	60074	86.68	.79	.76	76919
(Pinto/Escort)	120903	145490	83.10	1.84	1.84	183546
(Fairmont)	214335	245104	87.45	3.26	3.11	333456
(Granada)	59592	108941	54.70	.91	1.38	141375
(LTDII/LTD)	113067	219474	51.52	1.72	2.78	272766
(Mustang)	176868	226307	78.15	2.69	2.86	295511
(T'Bird)	104880	147911	70.91	1.60	1.87	210249
Lincoln	54287	94385	57.52	.83	1.19	128262
(Mark/ContMark)	27110	37151	72.97	.42	.47	54597
(Versailles)	4152	10439	39.77	.06	.13	13539
Mercury	237703	384236	61.86	3.61	4.87	498326
(Zephyr)	61275	73074	83.85	.93	.92	95787
(Monarch/81Cougar)	20963	42509	49.31	.32	.54	54558
(XR7/Cougar)	44313	92585	47.86	.67	1.18	122808
(Capri)	48705	69620	69.96	.74	.88	88734
(Bobcat/Lynx)	23469	34619	67.79	.36	.44	43097
Lenc/Merc. Div.	291990	478621	61.01	4.44	6.06	626588
Ford Motor Co.	1133708	1662192	68.21	17.25	21.04	2178685
Buick	512939	516674	99.27	7.80	6.54	681182
(Skylark)	125748	70348	178.75	1.91	.89	104458
(Century)	242069	229302	105.57	3.69	2.90	301885
(Riviera)	29826	37967	78.56	.45	.48	49587
Cadillac	154785	225233	68.72	2.35	2.85	307897
(Eldorado)	35596	46235	76.99	.53	.59	61000
(Seville)	25450	30355	83.84	.39	.38	44216
Chevrolet	1305494	1614039	80.88	19.86	20.42	2106404
(Chevette)	281555	281531	100.01	4.28	3.56	363644
(Monza)	111258	111581	99.71	1.69	1.41	139073
(Camaro)	92208	163154	56.52	1.40	2.06	203904
(Citation)	283839	203872	139.22	4.33	2.58	291615
(Malibu)	192803	258608	74.55	2.93	3.27	337164
(Corvette)	27164	29694	91.48	.41	.38	40164
(Monte Carlo)	117496	205195	57.26	1.79	2.60	265110
Oldsmobile	593439	712743	83.26	9.03	9.02	931836
(Omega)	63651	32223	197.53	.97	.41	46495
(Cutlass)	339869	387435	87.61	5.18	4.91	510757
(Toronado)	26612	34949	76.15	.40	.44	45354
Pontiac	454757	601769	75.57	6.92	7.62	774525
(Sunbird)	95206	69729	136.54	1.44	.88	86849
(Phoenix)	72860	53610	135.91	1.11	.68	74560
(Lemans)	57754	88903	64.96	.88	1.13	115301
(Firebird)	67499	120023	56.24	1.03	1.52	150048
Gen. Mtrs. Corp.	3021384	3670458	82.32	45.96	46.45	4807844
Misc. Domestic	2792	3615	77.23	.04	.05	4652
Other Import	1742626	1607114	108.43	26.51	20.34	2140642
U.S. Total	6573317	7901371	83.19			10356695

UNITED STATES SUMMARY

(Memo Total) – Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	SEPT	% IND	YEAR TO DATE*		% '80 VS '79	% IND	
	1980		1980	1979		1980	1979
Dodge	19776	10.39	179851	276532	65.04	9.41	10.46
Plymouth	2436	1.28	22568	14847	152.00	1.18	.56
Ford	55923	29.40	601812	848448	70.93	31.50	32.07
Chevrolet	51224	26.91	568487	839407	67.72	29.76	31.74
G.M.C.	13141	6.90	141660	212785	66.57	7.41	8.05
I.H.	8466	4.45	51723	88292	58.58	2.71	3.34
Jeep Truck	5624	2.95	61242	105612	57.99	3.21	3.99
Mack	1655	.87	16264	22683	71.70	.85	.86
Kenworth	741	.39	8983	10983	81.79	.47	.42
Peterbilt	541	.28	5515	6684	82.51	.29	.25
Freightliner	799	.42	8415	9820	85.69	.44	.37
White	587	.31	5945	8323	63.77	.31	.35
Misc	29411	15.45	238023	199488	119.32	12.46	7.54
U.S. Total	190324		1910485	2644904	72.23		

*1980 Figures Include Passenger Vans
1979 Figures Exclude Passenger Vans

TRUCKS BY WEIGHT GROUPS – YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5 26	GVW 7 26 33	GVW 8 33 & OVER
Dodge	77080	98572	4009	190	–	–	–	–
(Dodge 1)	51584	62710	1720	–	–	–	–	–
Plymouth *	15440	7128	–	–	–	–	–	–
Ford	187909	361063	474	–	–	15035	2554 3	11188
(Ford 2)	77667	119287	–	–	–	–	–	–
Chevrolet	277043	266780	828	–	1156	10085	10176	2416
(Chevrolet 3)	126229	77866	–	–	–	–	–	–
G.M.C.	39862	71063	6	–	491	7285	10478	12475
(G.M.C. 4)	7076	14570	–	–	–	–	–	–
I.H.	–	12992	–	–	–	10917	12503	15308
Jeep Truck	38073	23169	–	–	–	–	–	–
(Jeep 5)	38073	17011	–	–	–	–	–	–
Mack	–	–	–	–	–	406	–	15858
Kenworth	–	–	–	–	–	–	–	8983
Peterbilt	–	–	–	–	–	–	–	5515
Freightliner	–	–	–	–	–	–	–	8415
White	–	–	–	–	–	–	–	5945
Misc	232311	11	12	9	20	2269	1665	1726
Total	867718	940778	5329	199	1670	46597	60365	87829
1979 Total	963337	1367799	36521	4360	22481	109451	356261	25762
1980 VS '79	90.07	61.47	14.59	4.56	81.54	42.57	169.44	69.84

UNITED STATES SUMMARY

(Memo Total) – To be included in GVW 1, 2 & 3

1 Includes Vans, Ramcharger & D50
2 Includes Courier, Ranchero, Bronco and Vans
3 Includes El Camino, Blazer, L.U.V. and Vans
4 Includes Vans, Jimmy & Caballero
5 Includes CJ's, Cherokee and Wagoneer

* Plymouth Includes Trail Duster & Arrow

NEW IMPORTED CARS
10 LEADING MAKES

MAKES	YEAR TO DATE 1980			YEAR TO DATE 1979		
	UNITS	% OF IMPORT	POSITION	UNITS	% OF IMPORT	POSITION
TOYOTA	440760	23.22	1	349193	19.69	1
DATSUN	398578	20.99	2	323952	18.27	2
HONDA	263542	13.88	3	256021	14.44	3
VOLKSWAGEN	195094	10.28	4	223011	12.58	4
MAZDA	114845	6.05	5	104680	5.90	5
SUBARU	91514	4.82	6	74411	4.20	6
FIESTA*	52073	2.74	7	60074	3.39	7
ARROW/CHAMP*	45263	2.38	8	36284	2.05	12
COLT/HATCHBACK*	41283	2.17	9	47970	2.71	8
VOLVO	39716	2.09	10	40913	2.31	10
TOTAL IMPORT CARS	1898459			1773308		
FIAT	29680	1.56	13	46886	2.64	9

NEW IMPORTED TRUCKS
LEADING MAKES

TOYOTA	106879	26.20	1	93804	25.89	1
DATSUN	84889	20.81	2	78589	21.69	2
CHEVROLET L.U.V.*	65484	16.05	3	73360	20.25	3
FORD COURIER*	57672	14.14	4	56779	15.67	4
DODGE D50*	33468	8.20	5	23443	6.47	5
PLYMOUTH ARROW*	14484	3.55	6	10804	2.98	6
TOTAL IMPORT TRUCK	407923			362269		

* DOMESTIC SPONSORED IMPORTS
UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1970	8388204	1790177
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2658918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

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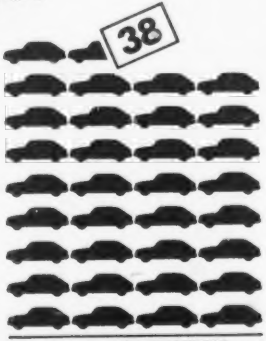
R. 1/80

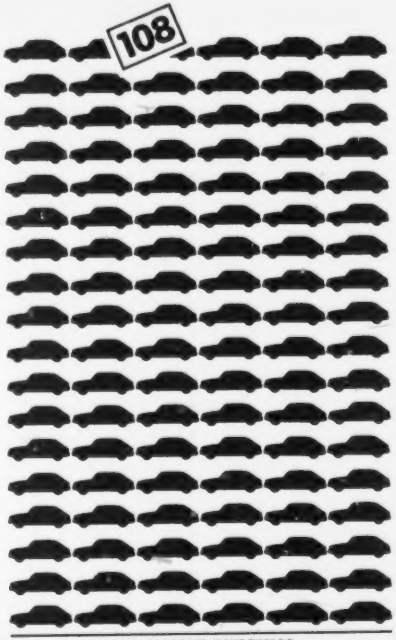
SEPTEMBER 1980 ISSUED 11/80

How many new car buyers per 100 households are you getting with your media buys?

ALL HOUSEHOLDS



POLK SELECTED HOUSEHOLDS
@ 2,000,000 LEVEL



POLK SELECTED HOUSEHOLDS
@ 110,500 LEVEL

R. L. POLK & CO.

DETROIT, MICH.

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12/29/80
C7715-3U
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OCTOBER
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POLK STATISTICS

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NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	OCTOBER		% '80 VS '79	% IND	
	1980	1979		1980	1979
A.M.C.	13812	16907	81.69	1.85	1.90
(Concord)	6397	7924	80.73	.86	.89
(Eagle)	3141	2473	127.01	.42	.28
Chrysler	12117	25042	48.39	1.62	2.81
(Le Baron)	5837	9914	58.88	.78	1.11
Dodge	24964	35885	69.57	3.35	4.03
(Diplomat)	2865	4315	66.40	.38	.48
(Colt)	3266	4811	67.89	.44	.54
(Challenger)	799	856	93.34	.11	.10
(Omni)	8186	7941	103.09	1.11	.89
(Aspen/Aries)	6307	10866	58.04	.84	1.22
Plymouth	23116	29181	79.22	3.09	3.28
(Arrow/Champ)	3528	3268	107.96	.47	.37
(Sapporo)	564	829	68.03	.08	.09
(Horizon)	10840	9909	109.40	1.44	1.11
(Volare/Reliant)	7826	14202	55.10	1.05	1.60
(Gran Fury)	358	64	559.38	.05	.01
Chrysler Corp.	60197	90108	66.81	8.05	10.12
Ford	88727	130880	67.79	11.88	14.70
(Fiesta)	5888	5910	99.63	.79	.66
(Pinto/Escort)	19719	13740	143.52	2.64	1.54
(Fairmont)	18892	28722	65.78	2.53	3.23
(Granada)	8575	11723	73.15	1.15	1.32
(LTDII/LTD)	10196	18977	53.73	1.36	2.13
(Mustang)	16795	25619	65.56	2.25	2.88
(T'Bird)	8662	23271	37.22	1.16	2.61
Lincoln	5908	10944	53.98	.79	1.23
(Mark/Cont Mark)	3089	5197	59.44	.41	.58
(Versailles)	200	1223	16.35	.03	.14
Mercury	27663	43313	63.87	3.70	4.86
(Zephyr)	7628	8041	94.86	1.03	.90
(Monarch/81Cougar)	2801	4289	65.31	.37	.48
(XR7/Cougar)	3767	12091	31.16	.50	1.36
(Capri)	5017	6668	75.24	.67	.75
(Bobcat/Lynx)	4054	3108	130.44	.54	.35
Linc/Merc. Div.	33571	54257	61.87	4.49	6.09
Ford Motor Co.	122298	185137	66.06	16.37	20.79
Buick	69204	59126	117.04	9.26	6.64
(Skylark)	17026	11624	146.47	2.28	1.31
(Century)	34541	25392	136.03	4.61	2.85
(Riviera)	3925	3581	109.61	.53	.40
Cadillac	18974	27620	68.70	2.54	3.10
(Eldorado)	5149	4938	104.27	.69	.55
(Seville)	3191	4006	79.66	.43	.45
Chevrolet	149486	176316	84.78	20.01	19.81
(Chevette)	33614	28841	116.55	4.50	3.24
(Monza)	14649	9781	149.77	1.96	1.10
(Camaro)	9135	15368	59.44	1.22	1.73
(Citation)	29596	29987	98.70	3.96	3.37
(Malibu)	23902	28729	83.20	3.20	3.23
(Corvette)	3241	3830	84.62	.43	.43
(Monte Carlo)	15887	23263	68.29	2.13	2.61
Oldsmobile	74419	78867	94.36	9.96	8.86
(Omega)	8156	4687	174.01	1.09	.53
(Cutlass)	43655	45911	95.09	5.84	5.16
(Toronado)	3118	3307	94.28	.42	.37
Pontiac	56273	62041	90.70	7.53	6.97
(Sunbird)	12979	6056	214.32	1.74	.68
(Phoenix)	9147	7107	128.70	1.22	.80
(Lemans)	7022	9454	74.28	.94	1.06
(Firebird)	6069	10973	55.31	.81	1.23
Gen. Mtrs. Corp.	368356	403970	91.18	49.30	45.38
Misc. Domestic	355	353	100.57	.05	.04
Other Import	182062	193869	93.91	24.37	21.77
U.S. Total	747080	890344	83.91		

UNITED STATES SUMMARY

NEW PASSENGER CAR REGISTRATIONS — YEAR TO DATE

MAKES	YEAR TO DATE		% '80 VS '79	% IND		YEAR END
	1980	1979		1980	1979	1979
A.M.C.	125994	126083	99.93	1.72	1.43	156926
(Concord)	55138	71165	77.48	.75	.81	83231
(Eagle)	24665	3036	812.42	.34	.03	11164
Chrysler	114316	212276	53.85	1.56	2.41	243842
(Le Baron)	52434	97745	59.76	.71	.99	100181
Dodge	259006	390279	66.36	3.54	4.44	442260
(Diplomat)	25797	40669	63.43	.35	.46	45852
(Colt)	44549	52781	84.40	.61	.60	60656
(Challenger)	10491	12558	83.54	.14	.14	14217
(Omni)	88436	106525	83.02	1.21	1.22	121640
(Aspen/Aries)	53366	104756	50.94	.73	1.19	117395
Plymouth	247500	336369	73.58	3.38	3.83	381844
(Arrow/Champ)	48791	39552	123.36	.67	.45	46352
(Sapporo)	8086	10993	73.56	.11	.13	12267
(Horizon)	109926	125541	87.56	1.50	1.43	143477
(Volare/Reliant)	69816	148321	47.07	.95	1.68	166020
(Gran Fury)	10881	3255	334.29	.15	.04	3778
Chrysler Corp.	620822	938924	66.12	8.48	10.68	1067946
Ford	930445	1314451	70.79	12.71	14.95	1552097
(Fiesta)	57961	65984	87.84	.79	.75	76919
(Pinto/Escort)	140622	159230	88.31	1.92	1.81	183546
(Fairmont)	233227	273826	85.17	3.19	3.11	333456
(Granada)	68167	120664	56.49	.93	1.37	141375
(LTDII/LTD)	123263	238451	51.69	1.68	2.71	272766
(Mustang)	193663	251926	76.87	2.65	2.87	295511
(T'Bird)	113542	171182	66.33	1.55	1.95	210249
Lincoln	60195	105329	57.15	.82	1.20	128262
(Mark/ContMark)	30199	42348	71.31	.41	.49	54597
(Versailles)	4352	11662	37.32	.06	.13	13539
Mercury	265366	427549	62.07	3.63	4.86	498326
(Zephyr)	68903	81115	84.94	.95	.92	95787
(Monarch/81Cougar)	23764	46798	50.78	.32	.53	54558
(XR7/Cougar)	48080	104676	45.93	.66	1.19	122808
(Capri)	53722	76288	70.42	.73	.87	88734
(Bobcat/Lynx)	27523	37727	72.95	.38	.43	43097
Linc/Merc. Div.	325561	532878	61.09	4.45	6.06	626588
Ford Motor Co.	1256006	1847329	67.99	17.16	21.01	2178685
Buick	582113	575800	101.10	7.95	6.55	687182
(Skylark)	142774	81972	174.17	1.95	.93	104458
(Century)	276610	254694	108.60	3.78	2.90	301885
(Riviera)	33751	41548	81.23	.46	.47	49587
Cadillac	173759	252853	68.72	2.37	2.88	307897
(Eldorado)	40745	51173	79.62	.55	.59	61000
(Seville)	28641	34361	83.35	.39	.39	44216
Chevrolet	1454980	1790355	81.27	19.89	20.36	2106404
(Chevette)	315169	310372	101.55	4.32	3.53	363644
(Monza)	125907	121362	103.74	1.72	1.38	139073
(Camaro)	101343	178522	56.77	1.38	2.03	203904
(Citation)	313435	233859	134.03	4.28	2.66	291615
(Malibu)	216705	287337	75.42	2.96	3.27	337164
(Corvette)	30405	33524	90.70	.42	.38	40164
(Monte Carlo)	133383	228458	58.38	1.82	2.60	265110
Oldsmobile	667858	791610	84.37	9.12	9.00	931836
(Omega)	71807	36910	194.55	.98	.42	46495
(Cutlass)	383524	433846	88.40	5.23	4.93	510757
(Toronado)	29730	38256	77.71	.41	.44	45354
Pontiac	511030	663810	76.98	6.98	7.55	774525
(Sunbird)	108188	75785	142.76	1.49	.86	86849
(Phoenix)	82007	60717	135.06	1.12	.69	74560
(Lemans)	64776	98357	65.86	.88	1.12	115301
(Firebird)	73568	130996	56.16	1.00	1.49	150048
Gen. Mtrs. Corp.	3389740	4074428	83.20	46.31	46.34	4807844
Misc. Domestic	3147	3968	79.31	.04	.05	4652
Other Import	1924688	1800983	106.87	26.29	20.49	2140642
U.S. Total	7320397	8791715	83.26			10356695

UNITED STATES SUMMARY

(Dimone Total) – Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	OCT	% IND	YEAR TO DATE*		% '80 VS '79	% IND	
	1980		1980	1979		1980	1979
Dodge	16656	8.98	196507	313381	62.71	9.38	10.60
Plymouth	2196	1.18	24764	16766	147.70	1.16	.57
Ford	57477	31.00	659239	952396	69.22	31.45	32.19
Chevrolet	51409	27.72	619896	926989	66.87	29.58	31.34
G.M.C.	13541	7.30	155201	239785	64.73	7.40	8.11
I.H.	8551	4.61	60271	99775	60.41	2.88	3.37
Jeep Truck	6911	3.73	68153	120445	56.58	3.25	4.07
Mack	1736	.94	18000	25044	71.87	.86	.85
Kenworth	679	.37	9662	12461	77.54	.46	.42
Peterbilt	504	.27	6019	7324	82.18	.29	.25
Freightliner	733	.40	9148	11229	81.47	.44	.38
White	584	.31	6529	10418	62.67	.31	.35
Misc.	24457	13.19	262480	221739	118.37	12.52	7.50
U.S. Total	185434		2095919	2957752	70.86		

*1980 Figures Include Passenger Vans
1979 Figures Exclude Passenger Vans

TRUCKS BY WEIGHT GROUPS -- YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	86102	105995	4220	190	–	–	–	–
(Dodge 1)	57682	67146	1861	–	–	–	–	–
Plymouth *	17053	7711	–	–	–	–	–	–
Ford	208421	394118	504	–	–	16970	27396	11880
(Ford 2)	85838	129605	–	–	–	–	–	–
Chevrolet	304596	288143	1101	–	1241	11065	11123	2627
(Chevrolet 3)	138972	83935	–	–	–	–	–	–
G.M.C.	44014	76776	6	–	704	8257	11561	13883
(G.M.C. 4)	7731	21087	–	–	–	–	–	–
I.H.	–	15142	–	–	–	12739	14622	17718
Jeep Truck	41943	26210	–	–	–	–	–	–
(Jeep 5)	41943	19048	–	–	–	–	–	–
Mack	–	–	–	–	–	490	–	17510
Kenworth	–	–	–	–	–	–	–	9662
Peterbilt	–	–	–	–	–	–	–	6019
Freightliner	–	–	–	–	–	–	–	9148
White	–	–	–	–	–	–	–	6529
Misc.	255987	122	12	9	21	2570	1858	1901
Total	958116	914217	5843	199	1966	52141	66560	96677
1979 Total	1077760	1530783	38499	4881	2346	122430	40221	140832
1980 VS '79	88.90	59.72	15.18	4.08	83.80	42.59	165.49	68.79

UNITED STATES SUMMARY

(Memo Total) -- To be included in GVW 1, 2 & 3

* Plymouth Includes Trail Duster & Arrow

1 Includes Vans, Ramcharger & D50
2 Includes Courier, Ranchero, Bronco and Vans
3 Includes El Camino, Blazer, L.U.V. and Vans
4 Includes Vans, Jimmy & Caballero
5 Includes CJ's, Cherokee and Wagoneer

REGISTRATIONS FOR THE STATE OF KENTUCKY ARE TEMPORARILY DELAYED.
REGISTRATIONS FOR THE STATE OF OKLAHOMA ARE NOT AVAILABLE.

NEW IMPORTED CARS
10 LEADING MAKES

MAKES	YEAR TO DATE 1980			YEAR TO DATE 1979		
	UNITS	% OF IMPORT	POSI-TION	UNITS	% OF IMPORT	POSI-TION
TOYOTA	480215	22.93	1	392955	19.82	1
DATSUN	436056	20.82	2	367051	18.51	2
HONDA	292138	13.95	3	284671	14.36	3
VOLKSWAGEN	215889	10.31	4	246671	12.44	4
MAZDA	128556	6.14	5	118461	5.97	5
SUBARU	104110	4.97	6	82353	4.15	6
FIESTA*	57961	2.77	7	65984	3.33	7
ARROW/CHAMP*	48791	2.33	8	39552	1.99	12
VOLVO	45046	2.15	9	46198	2.33	10
BOLT/HATCHBACK*	44549	2.13	10	52781	2.66	8
TOTAL IMPORT CARS	2094566			1982851		
FIAT	32571	1.56	13	51359	2.59	9
NEW IMPORTED TRUCKS LEADING MAKES						
TOYOTA	117656	26.08	1	108330	26.83	1
DATSUN	93748	20.78	2	82570	20.45	2
CHEVROLET L.U.V.*	72319	16.03	3	81761	20.25	3
FORD COURIER*	64204	14.23	4	63793	15.80	4
DODGE D50*	37611	8.34	5	26195	6.49	5
PLYMOUTH ARROW*	15966	3.54	6	12087	2.99	6
TOTAL IMPORT TRUCK	451188			403803		

* DOMESTIC SPONSORED IMPORTS

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1970	8388204	1790177
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11360995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

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R. 1/80

OCTOBER 1980 ISSUED 12/80

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NOVEMBER
1980

pocket summary

of registrations

new cars

new trucks

COURTESY OF

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POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS – MONTH

MAKES	NOVEMBER		% '80 VS '79	% IND	
	1980	1979		1980	1979
AMC	12782	14832	86.18	1.75	2.03
(Concord)	5677	6016	94.37	.78	.82
(Eagle)	3670	3573	102.71	.50	.49
Chrysler	11950	15660	76.37	1.64	2.15
(Le Baron)	5666	6036	94.17	.78	.83
Dodge	24357	23717	102.70	3.34	3.25
(Diplomat)	2560	2454	104.32	.35	.34
(Colt)	2786	3392	82.13	.38	.47
(Challenger)	726	702	103.42	.10	.10
(Omni)	7175	7031	102.05	.98	.95
(Aspen/Aries)	8138	5727	142.10	1.12	.79
Plymouth	23854	20852	114.40	3.27	2.86
(Arrow/Champ)	3174	2752	115.33	.43	.38
(Sapporo)	565	543	104.05	.08	.07
(Horizon)	8934	8421	106.09	1.22	1.16
(Volare/Reliant)	10822	8364	129.39	1.49	1.15
(Gran Fury)	359	156	230.13	.05	.02
Chrysler Corp.	60171	60229	99.90	8.25	8.26
Ford	94423	106132	88.97	12.94	14.55
(Fiesta)	5208	5078	102.56	.71	.70
(Pinto/Escort)	23251	10755	216.19	3.19	1.47
(Fairmont)	23664	23506	100.67	3.24	3.21
(Granada)	8305	10181	81.57	1.14	1.40
(LTDII/LTD)	10660	14279	74.66	1.46	1.96
(Mustang)	15388	20778	74.06	2.11	2.85
(T'Bird)	7947	19393	40.98	1.09	2.66
Lincoln	6068	10869	55.83	.83	1.49
(Mark/ContMark)	3255	5635	57.76	.44	.77
(Versailles)	130	1009	12.88	.02	.14
Mercury	29586	32785	90.24	4.06	4.50
(Zephyr)	7591	6648	114.18	1.05	.91
(Monarch/81Cougar)	3421	3470	98.59	.47	.48
(XR7/Cougar)	3547	8752	40.53	.49	1.20
(Capri)	4677	5597	83.56	.64	.77
(Bobcat/Lynx)	5722	2524	226.70	.78	.35
Linc/Merc. Div.	35654	43654	81.67	4.89	5.99
Ford Motor Co.	130077	149786	86.84	17.83	20.54
Buick	65876	51317	128.37	9.03	7.04
(Skylark)	15954	10040	158.90	2.19	1.38
(Century)	32652	21558	151.46	4.48	2.96
(Riviera)	4185	3653	114.56	.57	.50
Cadillac	19735	25845	76.36	2.70	3.54
(Eldorado)	5461	4718	115.75	.74	.64
(Seville)	3566	4508	79.10	.49	.62
Chevrolet	141369	151197	93.50	19.37	20.74
(Chevette)	29218	24862	117.52	4.01	3.41
(Monza)	13293	8537	155.71	1.82	1.17
(Camaro)	8351	12662	65.95	1.14	1.74
(Citation)	28585	26260	108.85	3.92	3.60
(Malibu)	24889	24291	98.35	3.27	3.33
(Corvette)	3055	3284	93.03	.42	.45
(Monte Carlo)	15415	18415	83.71	2.11	2.53
Oldsmobile	71511	66103	108.18	9.80	9.07
(Omega)	7366	4248	173.40	1.01	.58
(Cutlass)	41003	37173	110.30	5.62	5.11
(Toronado)	3221	3284	98.08	.44	.45
Pontiac	53490	52675	101.55	7.33	7.22
(Sunbird)	11465	5209	220.10	1.56	.71
(Phoenix)	9190	6258	146.85	1.26	.86
(Lemans)	7050	8195	86.03	.97	1.12
(Firebird)	5591	9195	60.80	.77	1.26
Gen. Mtrs. Corp.	351981	347137	101.40	48.23	47.61
Misc. Domestic	298	274	108.76	.04	.04
Other Import	174410	156902	111.16	23.90	21.52
U.S. Total	729719	729160	100.08		

UNITED STATES SUMMARY

NEW PASSENGER CAR REGISTRATIONS – YEAR TO DATE

MAKES	YEAR TO DATE		% '80 VS '79	% IND		YEAR END
	1980	1979		1980	1979	1979
A.M.C.	138776	140915	98.48	1.72	1.48	156926
(Concord)	60815	77181	78.80	.75	.81	83231
(Eagle)	28335	6609	428.73	.35	.07	11164
Chrysler	126276	227936	55.40	1.57	2.39	243842
(Le Baron)	58090	93751	61.96	.72	.98	100181
Dodge	283363	413996	68.45	3.52	4.35	442260
(Diplomat)	28357	43123	65.76	.35	.45	45852
(Colt)	47335	56173	84.27	.59	.59	60656
(Challenger)	11217	13260	84.59	.14	.14	14217
(Omni)	95611	113556	84.20	1.19	1.20	121640
(Aspen/Aries)	61504	110483	55.67	.76	1.16	117395
Plymouth	271354	357221	75.96	3.37	3.75	381844
(Arrow/Champ)	51965	42304	122.84	.65	.44	46352
(Sapporo)	8651	11536	74.99	.11	.12	12267
(Horizon)	118860	133962	88.73	1.47	1.41	143477
(Volare/Reliant)	80638	156685	51.47	1.00	1.64	166020
(Gran Fury)	11240	3411	329.52	.14	.04	3778
Chrysler Corp.	680993	999153	68.16	8.46	10.49	1067946
Ford	1024868	1420583	72.14	12.73	14.92	1552097
(Fiesta)	63169	71062	88.89	.78	.75	76919
(Pinto/Escort)	163873	169985	96.40	2.04	1.79	183546
(Fairmont)	256891	297332	86.40	3.19	3.13	333496
(Granada)	76472	130845	58.44	.95	1.37	141375
(LTDII/LTD)	133923	252730	52.99	1.66	2.65	272766
(Mustang)	209051	272704	76.66	2.60	2.86	295511
(T'Bird)	121489	190575	63.75	1.51	2.00	210249
Lincoln	66263	116198	57.03	.82	1.22	128262
(Mark/Cont Mark)	33454	47983	69.72	.41	.51	54597
(Versailles)	4482	12671	35.37	.06	.13	13539
Mercury	294952	460334	64.07	3.67	4.84	498326
(Zephyr)	76494	87763	87.16	.95	.92	95787
(Monarch/81Cougar)	27185	50268	54.08	.34	.53	54558
(XR7/Cougar)	51627	113428	45.52	.64	1.20	122808
(Capri)	58399	81885	71.32	.73	.86	88734
(Bobcat/Lynx)	33245	40251	82.59	.41	.42	43097
Linc/Merc. Div	361215	576532	62.65	4.49	6.06	626588
Ford Motor Co	1386083	1997115	69.40	17.22	20.98	2178685
Buick	647989	627117	103.33	8.05	6.59	687182
(Skylark)	158728	92012	172.51	1.97	.97	104458
(Century)	309262	276252	111.95	3.85	2.91	301885
(Riviera)	37936	45201	83.93	.47	.47	49587
Cadillac	193494	278698	69.43	2.40	2.93	307897
(Eldorado)	46206	55891	82.67	.57	.59	61000
(Seville)	32207	38869	82.86	.40	.41	44216
Chevrolet	1596349	1941552	82.22	19.84	20.39	2106404
(Chevette)	344387	335234	102.73	4.28	3.53	363644
(Monza)	139200	129899	107.16	1.73	1.36	139073
(Camaro)	109694	191184	57.38	1.36	2.01	203904
(Citation)	342020	260119	131.49	4.25	2.73	291615
(Malibu)	240594	311628	77.21	2.99	3.27	337164
(Corvette)	33460	36808	90.90	.42	.39	40164
(Monte Carlo)	148798	246873	60.27	1.85	2.59	265110
Oldsmobile	739369	857713	86.20	9.18	9.01	931836
(Omega)	79173	41158	192.36	.98	.43	46495
(Cutlass)	424527	471019	90.13	5.27	4.95	510757
(Toronado)	32951	41540	79.32	.41	.44	45354
Pontiac	564520	716485	78.79	7.01	7.53	774525
(Sunbird)	119653	80994	147.73	1.49	.85	86849
(Phoenix)	91197	66975	136.17	1.13	.70	74560
(Lemans)	71826	106552	67.41	.89	1.12	115301
(Firebird)	79159	140191	56.47	.98	1.48	150048
Gen. Mtrs. Corp.	3741721	4421565	84.62	46.48	46.45	4807844
Misc. Domestic	3445	4242	81.21	.04	.04	4652
Other Import	2099098	1957692	107.22	26.08	20.56	2140642
U.S. Total	8050116	9520682	84.55			10356695

UNITED STATES SUMMARY

(Buick Total) – Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	NOV	% IND	YEAR TO DATE*		% '80 VS '79	% IND	
	1980		1980	1979		1980	1979
Dodge	14637	7.71	211144	332711	63.46	9.24	10.38
Plymouth	1833	.97	26597	18121	146.77	1.16	.57
Ford	63184	33.29	722473	1034341	69.85	31.61	32.25
Chevrolet	59300	31.25	679196	1002862	67.73	29.71	31.28
G.M.C.	12806	6.75	168007	261671	64.21	7.35	8.16
I.H.	7193	3.79	67464	108417	62.23	2.95	3.38
Jeep Truck	6729	3.55	74882	132726	56.42	3.28	4.14
Mack	1580	.83	19580	26935	72.69	.86	.84
Kenworth	706	.37	10368	13567	76.42	.45	.42
Peterbilt	437	.23	6456	7966	81.04	.28	.25
Freightliner	683	.36	9831	12137	81.00	.43	.38
White	540	.28	7069	11390	62.06	.31	.36
Misc.	20157	10.62	282637	243422	116.11	12.37	7.59
U.S. Total	189785		2285704	3206266	71.29		

*1980 Figures Include Passenger Vans
1979 Figures Exclude Passenger Vans

TRUCKS BY WEIGHT GROUPS -- YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	93922	112687	4344	191	–	–	–	–
(Dodge 1)	62746	70937	1964	–	–	–	–	–
Plymouth *	18402	8195	–	–	–	–	–	–
Ford	228703	431151	509	–	–	18944	30265	12901
(Ford 2)	93061	140859	–	–	–	–	–	–
Chevrolet	336598	313335	1501	–	1303	11724	11957	2778
(Chevrolet 3)	153726	90814	–	–	–	–	–	–
G.M.C.	48398	82544	6	–	805	8954	12512	14788
(G.M.C. 4)	8446	22483	–	–	–	–	–	–
I.H.	–	16670	–	–	–	14473	16594	19727
Jeep Truck	45812	29070	–	–	–	–	–	–
(Jeep 5)	45812	21010	–	–	–	–	–	–
Mack	–	–	–	–	–	589	–	18991
Kenworth	–	–	–	–	–	–	–	10368
Peterbilt	–	–	–	–	–	–	–	6456
Freightliner	–	–	–	–	–	–	–	9831
White	–	–	–	–	–	–	–	7069
Misc.	275391	183	13	10	23	2849	2061	2107
Total	1047226	993835	6373	201	2131	57533	73389	105016
1979 Total	1171683	1165901	38875	4930	26061	132423	134571	152391
1980 VS '79	89.38	59.87	16.39	4.08	81.77	43.45	168.88	68.91

UNITED STATES SUMMARY

(Memo Total) -- To be included in GVW 1, 2 & 3

1 Includes Vans, Ramcharger & D50
2 Includes Courier, Rendchiro, Bronco and Vans
3 Includes El Camino, Blazer, L.U.V. and Vans

* Plymouth Includes Trail Duster & Arrow

4 Includes Vans, Jimmy & Caballero
5 Includes CJ's, Cherokee and Wagoneer

REGISTRATIONS FOR THE STATE OF OKLAHOMA ARE NOT AVAILABLE.

NEW IMPORTED CARS
10 LEADING MAKES

MAKES	YEAR TO DATE 1980			YEAR TO DATE 1979		
	UNITS	% OF IMPORT	POSITION	UNITS	% OF IMPORT	POSITION
TOYOTA	518865	22.74	1	425808	19.79	1
DATSUN	472003	20.69	2	403961	18.77	2
HONDA	320924	14.07	3	308406	14.33	3
VOLKSWAGEN	236192	10.35	4	266692	12.39	4
MAZDA	143737	6.30	5	131673	6.12	5
SUBARU	115105	5.05	6	88761	4.12	6
FIESTA*	63169	2.77	7	71062	3.30	7
ARROW*/CHAMP*	51965	2.28	8	42304	1.97	12
VOLVO	49999	2.19	9	49583	2.30	10
COLT/HATCHBACK*	47335	2.07	10	56173	2.61	8
TOTAL IMPORT CARS	2281435			2152027		
FIAT	34843	1.53	13	54382	2.53	9

NEW IMPORTED TRUCKS
LEADING MAKES

TOYOTA	125359	25.60	1	118558	26.90	1
DATSUN	101322	20.69	2	91013	20.65	2
CHEVROLET L.U.V.*	80996	16.54	3	88883	20.17	3
FORD COURIER*	69489	14.19	4	69037	15.66	4
DODGE D50*	40955	8.36	5	28312	6.42	5
PLYMOUTH ARROW*	17167	3.51	6	13023	2.95	6
TOTAL IMPORT TRUCK	489736			440734		

* DOMESTIC SPONSORED IMPORTS

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS – UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1970	8388204	1790177
*1971	9830628	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10828234	3509328
*1978	10948104	3963340
*1979	10356695	3472209

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

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Supplementing
Polk's Statistics:

POLK OFFERS SELECTIVITY TO TRUCK ADVERTISERS

Virtually the same selectivity available to passenger car advertisers is offered the truck advertiser using Polk Automotive Owner Lists for direct mail advertising.

The truck advertiser can reach, by name and address, owners of specific makes and year models of trucks. Moreover, he can reach owners of trucks of specific GVW . . . or fleet owners by size of fleets or by GVW of trucks owned.

Also, the advertiser can confine coverage to metropolitan areas or extend it to smaller cities and rural areas.

Thus, he can contact and influence, with a minimum of waste circulation and a proved maximum of reader attention, his most productive new truck markets.

R. L. POLK & CO.

DETROIT, MICH.